

Public Service in this Accessible Store

Tea Room and Restaurant. Directories of all cities on file.

Fur Storage Vaults.

A. D. T. Messengers furnished.

-Third Floor Steamer and Railroad Informa-

-Third Floor Telegraph Office.

-Third Floor Public Telephone Service.

Waiting Room and Lounging —Third Floor Information of all kinds.

-Third Floor U. S. Post Office Branch. Third Floor

Emergency Hospital. —Third Floor Service and Adjustment Desks. -All Floors

Mail Order Bureau. -Tenth Floor

Gimbel Brothers Bankers.

-Balcony Credit Office. - Seventh Floor

Free delivery within the city limits and a wide radius of adjoining territory.

A dignified system of deferred payments is available on numerous lines. Detailed information upon application at the credit

The Gimbel Mail Order Service finds its way into every corner of the world. On request, the Gimbel Catalogue will be mailed to persons residing out of New York City.

Broadway-Pennsylvania Thoroughfare

FROM BROADWAY TO SEVENTH AVENUE

Another Short Cut to Gimbels

This page is dedicated to the new Pennsylvania-Gimbel thoroughfare, now thrown open to the public. This magnificent, under-thesidewalk passageway marks the beginning of a new era in the tving up of important commercial enterprises with dominant arteries of traffic.

The new thoroughfare is unique. Designed by McKim, Mead & White, and constructed by the Geo. H. Fuller Company, under the terms of a contract executed between the Pennsylvania Railroad, the Pennsylvania Hotel and Gimbel Brothers, it is probably the finest thing of its kind in the world.

It is a splendid and enduring thing of concrete and granite and tile. A direct under-shelter entrance to this store for the millions of patrons of these railways and subways and tubes, making this already most accessible store still more easy of access.

The thoroughfare is almost eight hundred feet long. Light, airy and spotless itself, it is still further brightened by the brilliant lights of the seventeen Gimbel display windows and entrances that front upon it.

Another short cut to Gimbels. An added convenience for you. Just a step further than anyone else has gone.

Affording Direct Under-Shelter Entrance to the

GIMBEL STORE

- -from Seventh Avenue Subway
- -from Long Island Railroad
- -from Pennsylvania Railroad
- -from Broadway Subway
- -from Hudson Tunnels
- —from Pennsylvania Hotel

NOTE: The Sixth Avenue Elevated has a direct under-shelter entrance into the Gimbel Store.

Let's see just how convenient the new thoroughfare will make things for you.

You arrive by Seventh Avenue Subway. Step out of the train; take a hop, skip and a jump to the thoroughfare: thence into the store. Under shelter, of course.

Come by Pennsylvania or Long Island train. Direct from the Pennsylvania station to the thoroughfare. Thence to the store. Still under shelter.

Alight from the Broadway Subway or Hudson tube train. Enter the store direct. Or walk a dozen steps to the thoroughfare, and thence into the store. All under shelter.

You are a guest of The Hotel Pennsylvania. You step from the door of the hotel directly into the thoroughfare and walk but a few steps into the Gimbel Store. Under shelter, to be sure.

The only time you need be without protection is when coming from your home to the railroad, tube or subway.

* * *

And the Fifth Avenue 'Bus stops at the door.

Broadway New York

GIMBEL BROTHERS

Thirty-second and Thirty-third Streets.